



Data Governance – A Practical Guide

4 Day Virtual Course, Instructor-led

3 hours daily, 12pm – 3pm ET / 9am – 12pm Pacific

Course Overview

Data Governance is rapidly becoming a must have for any organization wanting to manage its data, improve its quality, and control its security, access and use. But launching a Data Governance initiative can be challenging as it requires both cultural change and new technical ways of working.

This course will outline a practical approach to implementing a Data Governance framework to ensure that all necessary components of Data Governance are put in place. It will also reinforce learning by enabling participants to gain hands on experience of the approaches and techniques taught. This course is easy to integrate into your normal daily work routine in 3-hour segments split over four days. Plus 3 hours of 1 on 1 “office hours” with the instructor.

DAY 1

Overview & Business Case

Day 1 provides an overview of the foundations of Data Governance and how to establish a business case. It also outlines the Data Governance Framework and explains how this can help to deliver a successful Data Governance initiative.

Topics include:

- **Data Governance Definitions & Principles**
 - What Data Governance is, and is not
 - Business drivers for Data Governance
 - Key Data Governance Principles
- **Outline of a Data Governance Framework**
 - The six domains of Data Governance
 - The benefits of a Data Governance Framework
 - Aligning & defining the Vision & Strategy

DAY 2

People, Organization & Process

Day 2 outlines the People & Process domains of the Data Governance Framework including roles and organization, as well as establishing key processes & workflows.

Topics include:

- **Organization & People**
 - Key Roles & Responsibilities
 - Assigning Data Owners & Data Stewards
 - Creating a Data Governance Organization
- **Processes & Workflows**
 - Data Governance’s role in the Data Lifecycle
 - Managing Stakeholder requests & involvement
 - Designing operational data governance processes & workflows

DAY 3

Data Management & Measures

Day 3 covers the alignment with data management fundamentals as part of a data governance program and how to integrate best practices for tools & technology.

Topics include:

- **Data Management & Measures**
 - Prioritizing critical data areas
 - Data quality and fit for purpose data
 - Data modeling best practices
- **Tools & Technology**
 - The critical role of Data Architecture
 - Identifying Data Governance toolsets

DAY 4

Roadmap & Culture Change

Day 4 consolidates the learning from the previous three days to create a realistic and achievable Data Governance Roadmap. It also covers the critical role of culture change & organizational change management.

Topics include:

- **Culture & Communication**
 - The challenge of culture change
 - Communication strategies & plans
- **Defining an Actionable Roadmap**
 - Establishing “quick wins”
 - Building a sustainable roadmap

Cost: \$1195 USD

Register at: www.globaldatastrategy.com/globaldataacademy

About the Instructors



Donna Burbank

Donna Burbank is a recognized industry expert in information management with over 20 years of experience in data strategy, information management, data modeling, metadata management, and enterprise architecture. Her background is multi-faceted across consulting, product development, product management, brand strategy, marketing, and business leadership. She is currently the Managing Director at Global Data Strategy, Ltd., an international information management consulting company that specializes in the alignment of business drivers with data-centric technology.

As an active contributor to the data management community, she is a long time DAMA International member, Past President and Advisor to the DAMA Rocky Mountain chapter and was awarded the Excellence in Data Management Award from DAMA International.

She has worked with dozens of Fortune 500 companies worldwide in the Americas, Europe, Asia, and Africa and speaks regularly at industry conferences. She has co-authored several books and is a regular contributor to industry publications.

Donna is based in Boulder, Colorado, US



Nigel Turner

Nigel Turner has worked in Information Management (IM) and related areas for over 25 years. This experience has embraced Data Governance, Information Strategy, Data Quality, Data Governance, Master Data Management, & Business Intelligence. He is currently Principal Consultant for the EMEA region at Global Data Strategy, Ltd.

Nigel is a well-known thought leader in Information Management and has chaired, run tutorials and seminars and presented at many international conferences. He has also designed and run Data Governance training events for Government, Universities and other organizations.

Nigel is very active in professional Data Management organizations and is an elected Data Management Association (DAMA) UK Committee member. He was the joint winner of DAMA International's 2015 Community Award for the work he initiated and led in setting up a mentoring scheme in the UK where experienced DAMA professionals coach and support newer data management professionals.

Nigel is based in Cardiff, Wales, UK.